

ABSTRACT

A technique is disclosed involving
embedding plural differing digital watermarks into
5 one type of input moving image data, creating plural
moving image data series, encoding the created
moving image data series, generating a new moving
image data series from the moving image data series
based on addition ID information, and transferring
10 the new moving image data series or transmitting the
same via a network. At a reception side, the data
series is decoded/reproduced, the reproduced image
data are divided into plural regions, and a digital
watermark is detected for each of the divided
15 regions so that the addition ID information may be
detected.